



A STUDY ON ADVENTURE TOURISM AS AN ENGINE FOR INDIA'S SUSTAINABLE ECONOMIC GROWTH

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Abstract

The title of this research article is "Adventure Tourism as an Engine for India's Sustainable Economic Growth" in which adventure tourism destinations are developing very rapidly in India today. According to the Government of India report, travel and tourism is the largest service industry in India. It is expected that the tourism sector's contribution to the country's Gross Domestic Product (GDP) will grow at a rate of 7.0% per annum over the period 2013-2024, and this number may increase if adventure travel improves significantly. Due to which people are getting employment on a large scale. Also due to the discovery of new natural adventure tourism in India. Due to the Increasing number of domestic tourists as well as foreign pilgrims, the Indian government receives foreign exchange earnings. Therefore, this article studies the status and challenges and problems of adventure tourism in India and suggests how effective measures should be taken to solve the problems. The information required in the presented article has been obtained on the basis of secondary data such as various books, journals, magazines and also collected from government websites. This research study will help in the development of tourism industries in India which the researcher hopes.

Key Word: *Tourism, Adventure, Economy*

Introduction of India Tourism

WTO has taken the concept of „tourism“ beyond a stereo type image of „holiday making“. The official accepted definition in the report is: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment not for leisure, business and other purposes”.

WTO has classified three types of tourism-

- a) Domestic Tourism:
- b) Inbound Tourism:

c) Outbound Tourism :

❖ These three basic forms of tourism can be in turn being combined to derive three categories of tourism.

✎ Internal Tourism : This comprises domestic and inbound tourism.

✎ National Tourism: domestic and outbound tourism.

✎ International Tourism: inbound and outbound tourism.

Types of Tourism in India:

All types of tourism in India have registered impressed growth in the last decade ever since the Indian Government decided to boost revenues from the tourism sector by projecting India as the ultimate tourist spot.

1. Adventure tourism
2. Wildlife tourism
3. Medical tourism
4. Pilgrimage tourism
5. Eco tourism
6. Cultural tourism

Adventure Tourism India

India has a significant geographical advantage owing to its rich natural & eco-tourism resources:

70 percent of the Himalayas

7,000 Km of coastline

Among one of the three countries in the world with both hot and cold deserts.

Ranks 10th in total area under forest cover.

Ranks 6th in terms of number of recognized UNESCO Natural Heritage sites.

Adventure tourism is a type of niche tourism where exploration or travel involves some degree of risk (real or perceived) and may require special skills, and physical effort. Adventure tourism can be any tourism activity that includes physical activity, cultural exchange, and connection with nature. Adventure tourism experiences are generally divided into two types hard adventure and soft adventure.

Hard Adventure Activities

Adventure tourism activities that involve a high level of risk and require a greater level of expertise, skills, training and experience. Tourists taking hard adventure activities, need to have the knowledge of hard adventure activity, a high level of expertise, physical &

mental fitness, and expert guidance. High altitude mountaineering, river rafting, scuba diving, hang gliding, skydiving comes etc. are hard adventure activities.

Soft Adventure Activities

Adventure tourism activities involve moderate levels of risk and the tourists involved in these activities do not require particular skills or experience. Most tourists take soft adventure activities for recreation and fun as it involves a lesser level of risk. Hiking, camping, biking come under soft adventure activities.

Various Adventure Tourism Place in India

Places in North India

- Motorcycle Trip to Ladakh
- Mountain Biking in Khardung La
- River Rafting in Alchi Indus
- Trout Fishing in Pahalgam
- Skiing in Gulmarg
- Chadar Trek in Ladakh
- Paragliding in Bir Billing
- Bungee Jumping in Rishikesh
- White Water Rafting in River Ganges
- Trekking in Valley of Flowers with Hemkund Sahib

Places in South India

- Bamboo Rafting in Thekkady
- Banana Boat Ride in Gokarna
- Coracle Ride in Hampi
- Kayaking in Dandeli
- Paragliding in Munnar
- Rock Climbing in Badami
- Scuba Diving in Andaman

Places in East India

- Waterfall Rappelling in Shillong
- Trekking in Sikkim
- River Rafting in Arunachal Pradesh
- Caving in Meghalaya

Places in West India

- Elephant Safari in Bandhavgarh National Park
- Parasailing and Paragliding in Goa
- Little Rann of Kutch Jeep Safari in Gujarat
- Hot Air Ballooning in Jaipur
- Camel Safari in Jaisalmer

Challenges of Adventure Tourism :**Lack of infrastructure:**

It is a major challenge for the Indian tourism sector. Tourism-related economic and social facilities – hotels, connectivity, human resources, sanitation, health facilities etc. are largely undeveloped in India. The poor quality of equipment is reflected in India's 112th rank in the ICT Readiness component and 104th in the Health and Sanitation component of the WEF's Travel and Tourism Competitiveness Index 2017. The main reason for this indifference is poor allocation of financial resources.

Safety and Security :

The safety and security of tourists is very important, especially the security of foreign tourists is a major obstacle to tourism development. Issues such as attacks on foreign nationals, especially atrocities on women, raise many questions about the security of tourists from countries around the world.

Facilities:

Most of the tourist destinations in the country cannot provide facilities for the poor, women and the elderly. Due to high cost of travel, poor connectivity, tourists cannot reach the destination.

Review of Literature

Pail Holder*(2007)³“Rural Tourism – Challenges and Opportunities” This paper attempts to probe the impact of marketing of rural tourism in India, rural tourism can help in shaping our society. It can have both positive and negative impacts on rural as well as urban communities. There is a scope of rural tourism in India. Rural Tourism can develop a win-win situation for both the rural and urban communities. If a proper marketing plan is done rural tourism, it could bring lots of benefit to our society.

Abhijit Das (2013)⁴ in their article “Growth and Prospects of Cultural Tourism in North Bengal (W.B) India With Special Reference to Malta District : A Study of Tourism and Recreational Geography.” This study has been conducted in the context of socio-economic

issues, environmental issues, and sustainable livelihood issues. For this analysis the sample size was restricted to 200 respondents . In the conclusion part discussed about data collected from diverse sources to draw meaningful solution and figure out suggestion for promotion of tourism industry.

Jetsam Pays (2006)¹¹ in their article “Tourism Employment (An Analysis of Foreign Tourism in India) ”the paper is as much about the estimates as it is about the methodology that we have used in arriving at these estimates for tourism which is a composite sector. Employment coefficients for the tourism sector in India are estimated to be 584 in 1993– 94 and 393 in 2004–05.

Dr. Dines Das (2012) ¹² in the research article “Tourism Industry in North-East Indian States: Prospects and Problems ” This paper makes an attempt to explore the potentiality from North-East Indian states which will maintain a bright prospect of economic development in terms of tourism industry in near future.

Suneel Kumar(2019)Adventure tourism in India : An Overview The purpose of the study is to analyze the present status of adventure tourism in India to work out the SWOT and to provide suggestions based on the analysis to capitalize the promising market segment. Descriptive and exploratory research has been performed. This research is based on various secondary sources like articles, government reports, international reports, research papers and literature on adventure tourism. Adventure tourism allows tourist to explore the undiscovered destinations. It holds a promising future for a geographically pulsating country like India.

Objectives of the study:

The objectives of the present study are:

- 1 To study impact of Tourism the growth of Foreign tourist arrivals.
- 2 To study Foreign exchange earnings in Indian Tourism Industry.
- 3 To Comparative study year by year the level of stability of the India Tourism in foreign tourist arrivals, Foreign exchange earnings, and domestic tourist visits in India and Indian tourists going to Foreign Country.
- 4 To suggest measures improvement for policy and increasing the growth of foreign tourist arrivals and to increase foreign exchange earning of India as a direct result of tourism.

Research Methodology:

The study was based on a range of only secondary data collected from various government website sources such as the Ministry of Tourism, and Statistical department of

India on the Government of India, the World Tourism Organization (WTO) and other Tourism relevant websites. In order to study the Particular objectives, statistical tools like Compound Annual Growth Rate. The study concerned the growth and stability of India tourism. Parameters like foreign tourist arrivals into India, foreign exchange earnings, domestic tourist visits within India and Indian tourists going Foreign Country were all carefully researcher's analyzed.

✓ **Source of Information:**

- Local articles from newspaper.
- Other documents related to the study will be used:
- Newspaper
- Monthly Magazine
- Books/literature/research papers/articles etc.
- Internet : Government various Department Websites
- Research conducted by other state tourism board

❖ **Data Analysis**

FTAs IN INDIA THROUGH GENDER WISE DISTRIBUTION DURING 2015 to 2021

YEAR	ARRIV ELS	Gender Distribution (%)		
		Male	Female	Not reported
2015	8027133	59.3	40.7	0.0
2016	8804411	59.4	40.6	0.0
2017	10035803	59.4	40.5	0.01*
2018	10557976	58.6	41.4	0.01
2019	10930355	58.9	41.1	0.0
2020	2744766	57.8	42.2	0.0
2021	1527114	59.7	40.3	0.0

Source: Bureau of Immigration, India, *: transgender.

❖ **INBOUND TOURISM: FOREIGN TOURIST ARRIVALS (FTAs), ARRIVALS OF NON-RESIDENT INDIANS (NRIs) AND INTERNATIONAL TOURIST ARRIVALS (ITAs) 2015 to 2021.**

Year	FTAs India (in Million)	in (in (%) Change over Previous year	NRIs arrivals in India (in Million)	in (in (%) Change over Previous year	International Tourist Arrivals in India (in Million)	in (in (%) Change over Previous year
2015	8.03	4.6	5.74	5.7	13.76	5.0
2016	8.80	9.6	6.22	8.4	15.03	9.2
2017	10.04	14.1	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.5	17.42	3.6
2019	10.93	3.5	6.98	1.6	17.91	2.8
2020	2.74	-74.9	3.59	-48.6	6.33	-64.7
2021	1.52	-44.5	5.48	52.6	7.00	10.6

Source: Bureau of Immigration, Govt. of India

❖ TOP 15 SOURCE COUNTRIES FOR FTAs IN INDIA DURING 2020 & 2021

Rank	Country	FTAs in India in 2020	% Share in 2020	Rank	Country	FTAs in India in 2021	% Share in 2021
1	Bangladesh	549273	20	1	United States of America	429860	28.1
2	United States of America	394092	14.4	2	Bangladesh	240554	15.8
3	United Kingdom	291874	10.6	3	United Kingdom	164143	10.7
4	Canada	122868	4.5	4	Canada	80437	5.3
5	Russian Federation	102166	3.7	5	Nepal	52544	3.4
6	Australia	86758	3.2	6	Afghanistan	36451	2.4
7	France	74243	2.7	7	Australia	33864	2.2
8	Germany	72558	2.6	8	Germany	33772	2.2
9	Malaysia	69897	2.5	9	Portugal	32064	2.1
10	Sri Lanka	68646	2.5	10	France	30374	2.0
11	Thailand	52626	1.9	11	Maldives	26571	1.7
12	Japan	48191	1.8	12	Sri Lanka	25989	1.7
13	Afghanistan	47561	1.7	13	Russian Federation	17567	1.2
14	Nepal	40822	1.5	14	Iraq	16213	1.1
15	China	39586	1.4	15	Netherlands	15631	1.0
Total top 15 countries		2061161	75.1	Top 15 countries		1236034	80.9
Other countries		683605	24.9	Other countries		291080	19.1
Grand total		2744766	100	Grand total		1527114	100.0

Source: Bureau of Immigration, India

❖ FOREIGN EXCHANGE EARNINGS FROM TOURISM IN INDIA DURING 1991, 2001, 2011 & 2021

Year	FEE in ₹ terms		FEE in US\$ terms	
	₹ Crore	% Change over previous year	US \$ Million	% Change over previous year
1991	4318	-	1861	-
2001	15083	-3.5	3198	-7.6
2011	83036	25.5	17707	22.2
2012	95607	15.1	17971	1.5
2013	107563	12.5	18397	2.4
2014	120367	11.9	19700	7.1
2015	134844	12.0	21013	6.7
2016	154146	14.3	22923	9.1
2017	177874	15.4	27310	19.1
2018	194881	9.6	28586	4.7
2019	211661	8.6	30058	5.1
2020	50136	-76.3	6958	-76.9
2021	65070	29.8	8797	26.4

Source: Bureau of Immigration, India, India tourism statistics report

Findings and Suggestion

Findings :

- ✎ FTAs in India according to gender during 2021 are given in While the proportion of female for most of the countries is in the range of 30% to 50%, for some countries like Turkey, China and Pakistan, it was substantially low (less than 30%) in 2021. On the other hand, females outnumbered the males in FTAs in India from countries like Thailand (59.4%), Kazakhstan (56.3%), UAE (52.1), Mauritius (49.3%), Maldives (49.1%), U.S.A. (46.0%), Canada (45.9%), Netherlands (45.8%), Iran (45.7%) and Bhutan (45.7%)
- ✎ NRI arrivals have registered 52.6% growth in 2021 over 2020. The International Tourist Arrivals in India has registered annual growth of 10.6% in 2021 over 2020, respectively. The month-wise break up of NRIs arrival and International Tourist Arrivals in India during 2019 -2021 along with the growth rates are given in respectively.
- ✎ The share of these 15 countries in total FTAs in India shows a generally increasing trend from 1981. This share, which was 49.6% in 1981, increased to 75.1% in 2019 and 80.9% in 2021.
- ✎ The month-wise FEEs from tourism and corresponding percentage change over previous years during 2019-2021 in ₹ terms and US\$ terms are given in Tables 2.11.2 and 2.11.3, respectively.

Suggestion

- Adventure tourism should be a very important part of Indian tourism. At the same time, adventure tourism should be promoted for sustainable livelihoods.
- Tourism department should promote and develop tourism in new adventure potential places, State Govt. Priority should be given to building and providing infrastructure facilities as well as basic facilities at all such places according to the urgent needs and requirements of tourists.
- First priority should be given to providing good transport facilities with good frequency including accommodation, meals and lodging with reasonable rates. Apart from that, trained guides should be appointed at the tourist spots to create the best image of the country by providing factual information about the tourist spots and taking care of safety including ensuring a pleasant stay of the tourists.
- Good hotels, restaurants and guest houses should also be developed at all such possible places so that all kinds of facilities like electricity, drinking water, air

conditioner, television, internet, computer and other important things and equipment's can be updated to the tourists. Latest information regarding tourist destinations.

- Education, research and training are the cycle of tourism. Human resource management should be given priority. Emphasis should be placed on persuasive research on historical significance and contemporary relevance. Tour operators, guides should develop good working relationship with tourists. From touring to learn we should move towards learning to tour.
- To make such areas more developed, State Govt. With the help of the central government various types of tourism like developed gardens and zoo parks, golf courses, rope cars and boat houses should be established keeping in view the geographical, socio-economic and environmental conditions of these tourist destinations.
- Government of India and Government of respective States. Maximum additional funds should be provided to improve road connectivity mainly to national highways and important tourist destinations like airports and surrounding heritage sites and adventure and important tourist destinations.
- Road Connectivity Connection The role of the state government is highly commendable and the government should provide all kinds of facilities to strengthen the road connectivity in and around such places.
- To popularize the world heritage sites including tourist centers of India including India through publicity media, newspapers, radio channel, leading print publications, T.V. for tourism abroad/abroad. More publicity should be done through channels, information technology and internet.
- Easy visa policy rules should be made to welcome tourists from countries of the world so that the avenues to earn more foreign exchange are more and more open.

Conclusion :

The Adventure Tourism and Economic development in India are satisfied, overall, as the foreign tourism growth measures the positive effects of globalization and at the same time reduce its adverse effects. The trade balance and government accounts are in a better position, owing to the additional receipts from tourism. The ongoing growth of India tourism also reduces the government's burdens. Some Steps should be initiated to maintain the consistency in the growth patterns of the Indian tourism industry. Growth should of course, be incremental and should be initiated by the Government, as well as public and private

agencies. Together they can cooperate to the facilities and provide the necessary tools to support the different idea of the tourism industry. Special suggest must be undertaken to promote Adventure tourism India. if it is to achieve a suitable level of sustainability in the global competitive world of tourism.

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